



CITY OF HARTFORD

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Local Farmers to Provide Fresh Produce to Hartford Residents

---MEDIA AND COMMUNITY ADVISORY---

When: Saturday, June 17 at 11:00 AM

Where: 75 Laurel Street in Hartford (Between Park Street and Capitol Avenue)

Saturday, June 17, is the opening day of the Laurel Street Farmers Market, an outdoor event that connects area farmers with city residents. Hartford Mayor Eddie Perez and Director of Health and Human Services Ramon Rojano will deliver remarks and Father Thomas Mitchell, who leads St. Augustine Church in Hartford, will deliver a blessing on the Harvest. The program will run from 11:00-11:30 A.M.

Mayor Perez says, "I want to commend the Hartford Food System for making this vital and healthy resource available to our community. I invite residents to take advantage of it because it promotes a healthy life style and a healthy economy".

The market offers a variety of vegetables and other healthy products at very reasonable prices. The Laurel Street Farmers Market is certified for food stamps as Women, Infant and Children (WIC) sales. The WIC Farmer's Market Coupons are now being distributed at the local WIC offices. All eligible WIC participants can receive \$ 15 worth of coupons in addition to their regular WIC food instruments (coupons). These can be used to buy fresh, unprepared fruits, vegetables and herbs from this and other farmer's markets.

The Local WIC staff strongly encourages all eligible WIC clients to take advantage of this opportunity. The program starts in June and continues through October 31, 2006.

"Fruits and vegetables form a very important part of our daily diet. Participating in the Farmer's market nutrition program is one way of accessing products that sometimes people cannot find in local stores," said Ramon Rojano, Hartford Health Director.

"Farmers Markets are a great way to link urban and rural communities in an activity of mutual interest," said Jerry Jones, Executive Director of the Hartford Food System. "Connecticut farmers are struggling as never before and need new opportunities to expand their sales and Hartford residents want better access to fresh food. It's a win-win situation."

Fiesta del Norte will perform live music on June 17 through the generous support from the Evelyn Preston Memorial Fund and Greater Hartford Arts Council.

For more information on the Farmer's Market, contact: Jerry Jones or Damaris Bolorin, (860) 296-9325.